

ORDER



KLAS

Mike Jones

K-WAS

National

Orders	Order / Rev:	37377
	Alt Order #:	08860799
	Product Desc:	BERKLEY/SENATE/D
	Estimate:	
	Flight Dates:	10/02/12 - 10/08/12
	Original Date / Rev:	09/21/12 / 10/10/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut St.
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley, Shelley - D-USS
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	153	\$72,665.00	\$61,765.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	153	\$72,665.00	\$61,765.25	0.00
Totals	153	\$72,665.00	\$61,765.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$72,665.00
Market	100%	\$243,216.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$60,554.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,110.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/02/12	10/05/12	8 News Now	4-5a 8 News Now 4-5a	CM	4-5a	-TWTF--	:30	8	\$25.00	LV3	0.00	NM	8	\$200.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 10/01/12 10/07/12 -TWTF-- 8 \$25.00 0.00																
E 2	8	10/08/12	10/08/12	8 News Now	4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	2	\$25.00	LV3	0.00	NM	2	\$50.00

Order / Rev: 37377
Alt Order #: 08860799
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley - D-USS
Product Desc: BERKLEY/SENATE/D
Estimate:

KLAS

Page 3 of 7

Order / Rev: 37377
Alt Order #: 08860799
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley - D-USS
Product Desc: BERKLEY/SENATE/D
Estimate:

KLAS

Order / Rev: 37377
Alt Order #: 08860799
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley - D-USS
Product Desc: BERKLEY/SENATE/D
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	8	10/02/12	10/05/12	630-7p Inside Edition Inside Edition	CM	630-7p	-TWTF--	:30	4	\$325.00	LV2	0.00	NM	4	\$1,300.00
INS EDIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Spot	Week: 10/01/12	10/07/12	-TWTF--			4	\$325.00	0.00							
		<u>Ch Date Range</u>	<u>Description</u>			<u>Start/End Time</u>									
4		8 10/01/12-10/07/12	630-7p Inside Edition			630-7p									
See MG 22.5 [Program PE'd due "Presidential Debate" - bco]															
5		8 10/03/12-10/03/12	Wed 10-11p			10-11p	(10:30 PM-11:00C--W-----)	:30		\$325.00	0.00	NM			
		(M) MG for 22.4 10/03													
E 23	8	10/08/12	10/08/12	630-7p Inside Edition Inside Edition	CM	630-7p	M-----	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
INS EDIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Spot	Week: 10/08/12	10/14/12	M-----			1	\$325.00	0.00							
E 24	8	10/02/12	10/02/12	Tue 8-9p NCIS	CM	8-9p	-T-----	:30	1	\$2,000.00	LV3	0.00	NM	1	\$2,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Spot	Week: 10/01/12	10/07/12	-T-----			1	\$2,000.00	0.00							
E 25	8	10/02/12	10/02/12	Tue 9-10p NCIS: LA	CM	9-10p	-T-----	:30	1	\$2,000.00	LV3	0.00	NM	1	\$2,000.00
NCIS LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Spot	Week: 10/01/12	10/07/12	-T-----			1	\$2,000.00	0.00							
E 26	8	10/04/12	10/04/12	Thu 9-10p Person Of Interest	CM	9-10p	---T---	:30	1	\$1,800.00	LV3	0.00	NM	1	\$1,800.00
PERS OF INT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Spot	Week: 10/01/12	10/07/12	---T---			1	\$1,800.00	0.00							
E 27	8	10/07/12	10/07/12	Sun 7-8p 60 Minutes	CM	7-8p	-----S	:30	1	\$1,300.00	LV3	0.00	NM	0	\$0.00
60 MIN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Spot	Week: 10/01/12	10/07/12	-----S			1	\$1,300.00	0.00							
		<u>Ch Date Range</u>	<u>Description</u>			<u>Start/End Time</u>									
1		8 10/01/12-10/07/12	Sun 7-8p			7-8p									
Credited \$ moved to 37381															
E 28	8	10/08/12	10/08/12	Mon 10-11p Hawaii Five-O	CM	10-11p	M-----	:30	1	\$1,900.00	LV3	0.00	NM	1	\$1,900.00
HAWAII 5.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Spot	Week: 10/08/12	10/14/12	M-----			1	\$1,900.00	0.00							
E 30	8	10/07/12	10/07/12	Sun 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$1,900.00	LV3	0.00	NM	1	\$1,900.00
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Spot	Week: 10/01/12	10/07/12	-----S			1	\$1,900.00	0.00							
E 31	8	10/05/12	10/05/12	Fri 10-11p Blue Bloods	CM	10-11p	----F--	:30	1	\$1,400.00	LV3	0.00	NM	0	\$0.00
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Spot	Week: 10/01/12	10/07/12	----F--			1	\$1,400.00	0.00							
		<u>Ch Date Range</u>	<u>Description</u>			<u>Start/End Time</u>									
1		8 10/01/12-10/07/12	Fri 10-11p			10-11p									
Credited [due to POL LV1]															
E 32	8	10/05/12	10/05/12	Fri 9-10p Made In Jersey	CM	9-10p	----F--	:30	1	\$1,200.00	LV3	0.00	NM	1	\$1,200.00

Page 5 of 7

Order / Rev: 37377
Alt Order #: 08860799
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley - D-USS
Product Desc: BERKLEY/SENATE/D
Estimate:

KLAS

Page 6 of 7

Order / Rev: 37377
Alt Order #: 08860799
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley - D-USS
Product Desc: BERKLEY/SENATE/D
Estimate:

KLAS

Order / Rev: 37377
Alt Order #: 08860799
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley - D-USS
Product Desc: BERKLEY/SENATE/D
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
N60	8	10/06/12	10/06/12	Sat Prime Special	CM	8-10p	-----S-	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00											
KLAS Movie: The Principle																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/01/12</td> <td>10/07/12</td> <td>-----S-</td> <td>1</td> <td>\$2,000.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/01/12	10/07/12	-----S-	1	\$2,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	-----S-	1	\$2,000.00	0.00																					
N61	8	10/02/12	10/05/12	8 News Now 4-5a	CM	4-5a	-TWTF--	:30	1	\$25.00	LV3	0.00	NM	1	\$25.00											
8 News Now 4-5a																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/01/12</td> <td>10/07/12</td> <td>-TWTF--</td> <td>1</td> <td>\$25.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/01/12	10/07/12	-TWTF--	1	\$25.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	-TWTF--	1	\$25.00	0.00																					
N62	8	10/02/12	10/05/12	8 News Now 4-5a	CM	4-5a	-TWTF--	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00											
8 News Now 4-5a																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/01/12</td> <td>10/07/12</td> <td>-TWTF--</td> <td>1</td> <td>\$20.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/01/12	10/07/12	-TWTF--	1	\$20.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	-TWTF--	1	\$20.00	0.00																					
N63	8	10/02/12	10/05/12	8 News Now 4p M-F	CM	4-5p	-TWTF--	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00											
8 News Now 4p M-F																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/01/12</td> <td>10/07/12</td> <td>-TWTF--</td> <td>1</td> <td>\$1,575.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/01/12	10/07/12	-TWTF--	1	\$1,575.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	-TWTF--	1	\$1,575.00	0.00																					
N64	8	10/06/12	10/06/12	Sat Prime Special	CM	8-10p	-----S-	:30	2	\$500.00	LV2	0.00	NM	2	\$1,000.00											
KLAS Movie: Madison																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/01/12</td> <td>10/07/12</td> <td>-----S-</td> <td>2</td> <td>\$500.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/01/12	10/07/12	-----S-	2	\$500.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	-----S-	2	\$500.00	0.00																					
N65	8	10/06/12	10/06/12	Sat 1135p-1235a Priv Pr@M	1135p-1235a	-----S-	:30	1	\$335.00	LV1	0.00	NM	1	\$335.00												
Private Practice																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/01/12</td> <td>10/07/12</td> <td>-----S-</td> <td>1</td> <td>\$335.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/01/12	10/07/12	-----S-	1	\$335.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	-----S-	1	\$335.00	0.00																					
N66	8	10/07/12	10/07/12	Game Time/UNLV	CM	1135p-1205a	-----S	:30	1	\$65.00	LV3	0.00	NM	1	\$65.00											
Game Time/UNLV																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/01/12</td> <td>10/07/12</td> <td>-----S</td> <td>1</td> <td>\$65.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/01/12	10/07/12	-----S	1	\$65.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	-----S	1	\$65.00	0.00																					

Totals 153 \$72,665.00